

# **2022 Kentucky Veteran Owned Small Business of the Year**

## **Who is eligible to be nominated?**

The nominee must be a legal resident of the United States or its territories who is a majority owner (51% or more) and operator or bear principal responsibility for operating a small business in Kentucky with a minimum three (3) year track record.

The nominee must be a veteran or service-disabled veteran honorably discharged from a branch of the US Armed Services (Army, Air Force, Navy, Marine Corps, Coast Guard, Reserves or National Guard).

Nominees must also be residents of Kentucky and will be subject to background checks. Small businesses owned and operated by nominees must comply with federal civil rights laws.

The nominee must also have received some type of SBA assistance such as an SBA loan, SCORE counseling, Small Business Development Center (SBDC) assistance, Veteran's Business Outreach Center (VBOC) assistance, Women's Business Center (WBC) assistance, government contracting assistance, disaster assistance, Emerging Leaders Initiative or Boots to Business training.

## **Who is NOT eligible to be nominated for this award?**

1. Individuals who have received the Kentucky Veteran Owned Small Business of the Year award within the past three years.
2. Elected officials
3. Individuals or teams who own or operate a business defined "as other than small" (i.e. large businesses) for its primary industry under the applicable SBA size standard.
4. Individuals or firms currently suspended or debarred by the Federal government.

## **What are the evaluation/selection criteria for the Kentucky Veteran Owned Small Business of the Year?**

In evaluating the nomination packages, the judges will look at the following criteria:

1. Staying power — a substantiated history as an established business; including:
  - Number of years in business; minimum three years.
  - Sustained expansion, addition of territories, growth in square footage occupied, etc.
  - Steady growth in net worth as evidenced by total assets less total liabilities on fiscal year end annual balance sheets over three years.
2. Growth in number of employees — a benchmark to judge the impact of the business on the job market.
  - Sustained over a minimum of three years.
  - Increase over the three years must be in excess of growth in Gross National Product.

3. Increase in sales, net profit, and net worth for calendar years 2018, 2019 and 2020.
4. Innovativeness of products or services offered — an illustration of the creativity and imagination of the nominee.
  - Specific description of uniqueness of product or service.
  - Explanation of how product or service fits a niche not being adequately addressed by the competition.

For Questions 5 – 7 below, add responses to the nomination packet.

**Note:** there is a limit of 200 words for each response below.

5. Response to adversity — examples of problems faced in the nominee’s business and the methods used to solve them, including the following:
  - Specific description of financial, physical, legal or other crisis.
  - Substantiation of the threat to the continuity of the business.
  - Defined actions taken by the nominee to resolve the crisis.
6. Contributions to community-oriented projects — evidence of the use of personal time and resources, including:
  - Listing of specific contributions of money, time, or resources to charitable causes.
  - Membership in councils, boards and clubs providing support and services to the community.
7. If applicable, a description of the products exported and markets served.

**Who may submit nominations for this award?**

Any individual or organization dedicated to the support of the small business community in Kentucky, including, but not limited to, trade and professional associations and business organizations, may submit nominations. Individuals may not be nominated for more than one 2022 Small Business Week award.

Individuals may self-nominate.

**What information must the nomination package contain?**

Nominations must be in type 12 font, formatted in 8½” x 11” size. Incomplete nomination packages will not be considered.

All evaluation/selection criteria must be specifically addressed. A complete nomination package will also include, in the following order:

1. A completed **SBA Form 3315** District Office Award Form, which is available at [www.sba.gov/ky](http://www.sba.gov/ky). Go to **Business Resources and News** on the home page, look under the **From Our Office** section and select the 2022 SBA Kentucky District Office Small Business Week Awards topic.

**Note:** For Questions 8 – 15 on this form, there is a limit of 200 words per question.

2. A completed background form ([SBA Form 3300](#), Award Nomination Form), which is available on the SBA National Small Business Week Awards site, <https://www.sba.gov/nsbw>, and SBA district offices. The winner(s) for this award will also be required to sign an SBA Authorization Release Grant of Materials form. The SBA Kentucky District Office will provide award winners with a copy of this form.
3. A nomination letter, to include a concise statement of the qualities and performance that merit the award, not to exceed four (4) pages. The nominator is encouraged to copy and paste the evaluation/selection criteria and provide supporting information directly under each topic.
4. Please complete a Financial Summary Table, available on the SBA Kentucky District Office website, and submit with the rest of the nomination packet.
5. If the nominee exports products or services, please explain in 200 words or less and include in the nomination packet
6. Has the nominee had a financial, physical, legal, or other crisis while in business? If so, please explain in 200 words or less the situation and the actions taken to resolve it and include in the nomination packet.
7. Additional supporting documentation deemed significant by the nominator, including news clips, letters of recommendation and other evidence of the appropriateness of the nomination. Supporting documentation must not exceed 10 pages. Videos will not be considered.
8. An 8" x 10" or 5" x 7" digital photo of the nominee, at least 300 dpi (3-5 MB), is required. For team nominations, a group photo is acceptable.
9. Four to five additional photos of the nominee's company and, if applicable, employees at work.

**What is the deadline for nominations?**

All nominations must be emailed **no later than 3:00 p.m. ET, January 11, 2022** to:

**SBA Kentucky 2022 Small Business Awards**

<https://sba.app.box.com/f/721dbf59445f41de8fe87344fdaa819f>

Do not mail or deliver nominations to the Kentucky District Office.

Questions? Please contact [sharron.johnson@sba.gov](mailto:sharron.johnson@sba.gov).